

Destination success: How Trip.com landed huge outcomes by scaling its partner portfolio



The set-up

Trip.com is a global travel company employing over 45K employees worldwide and over 400 million members, making it one of the leading online travel agencies in the world. Following the COVID era, Trip.com's primary objective with Partnerize was to achieve aggressive growth targets in the APAC region, aiming for a 1.5X growth in 2024 gross merchandise value (GMV)—even after entering the endemic phase. The key performance indicators (KPIs) for success included driving overall GMV and conversions across APAC and expanding into and scaling new verticals such as airport transfers, cruises, and car rentals. The campaign also focused on enhancing data utilization for reporting and commissioning and optimizing partner commissioning strategies.

The treatment

Trip.com's campaign success was powered by a forward-thinking and collaborative approach using the Partnerize platform.

The planning and execution focused on technical enhancements like server-to-server integration for data integrity and a gap analysis that prioritized the mobile app journey in the APAC region. This led to higher conversion rates and an improved user experience.

A sophisticated commissioning strategy was deployed, utilizing rich metadata from enhanced conversion postbacks to differentiate rates and incentivize partners. To streamline operations and save significant time, a custom tool was co-developed on the Partnerize API for bulk uploading commission rules. Trip.com also used partner-specific overrides to prevent voucher code "double-dipping".



"We are incredibly happy with the Partnerize interface, and we've seen strong engagement and growth in our travel verticals. The ability to transfer metadata has been particularly valuable. The Partnerize team is highly responsive, and their client management support is excellent. Even with our team spread across various locations globally, they've been able to engage effectively. Their support, even in specific markets with partner recommendations, has been instrumental to our success."



Henrique Almeida
Global Head of Affiliate Marketing at Trip.com

The results

The campaign significantly exceeded its objectives between January 1, 2024, and July 9, 2025, demonstrating remarkable commercial results including a:



157% YoY
increase in GMV in
the APAC region



100+% growth in
approved order value
in last 12 months



15% increase in
content partners'
GMV contribution